

THOMAS R. SUOZZI
COUNTY EXECUTIVE



STUART HELD
EXECUTIVE DIRECTOR

COUNTY OF NASSAU
SPORTS, ENTERTAINMENT AND TOURISM
400 COUNTY SEAT DRIVE
MINEOLA, NEW YORK 11501

Dear Sponsor:

This is your chance to sponsor your own horse sculpture in *Horses of a Different Color* and support Nassau County Parks and Recreation and a charity chosen by the New York Racing Association.

Imagine the recognition your business will receive from having a magnificently decorated full-sized horse on display outside your place of business or at another authorized location of your choice. Each horse will be mounted on a concrete pallet to which a plaque will be affixed designating the name of the sponsoring business, the artist's name and the horse's name. Colored maps will show the location of each horse in Nassau County indicating the sponsor's name, the horse's name, and the artist's name.

Public art sculptures are spreading like wildfire across the country. Now Nassau County, home of the famed Belmont Park Racetrack, will pay homage to the thoroughbred horse with life-sized horse sculptures decorated by local artist.

After a summer on display in Nassau County your horse will appear in the Belmont Stakes Festival Parades in both Garden City and Elmont. The artist-designed horses will be judged in May at the 2003 Nassau County Breeders' Cup at Belmont Park Racetrack.

As a sponsor you will have the first opportunity to purchase your horse before the horses are auctioned in October to the highest bidder. The proceeds will go to help rebuild the infrastructure of Nassau County Parks and to a charity chosen by the New York Racing Association.

The Sponsor's donation of \$4000 entitles you to:

- Choose an artist's design from our portfolio
- Name your horse
- Choose a pre-approved Nassau County display location
- Have your name on the plaque placed on the horse's concrete base
- Have the option to purchase your horse, before auction, for an additional \$3500

For more information on becoming a sponsor please contact the Event Coordinator, Colin McVetty, at (516) 571-3922.

Sincerely,

Colin McVetty

Horses of a Different Color Timetable:

ASAP	Artist Submission Deadline
Mid-Nov. + Mid-Dec. 2002	Two Sponsor Cocktail Parties
December 20, 2002	Artists are notified of renter/sponsors design choices.
January 6-10, 2003	Horses are delivered to Nassau County
January 13-17, 2003	Artists are to pick up horses (Artist will be advised of a specific timetable)
March 24-28, 2003	Artists are to drop off completed horses at warehouse
March 28, 2003	Photo session and Preview Reception for artists, sponsors and press (Time TBA)
April 1-4, 2003	Horses will be put on display throughout the county
May 3, 2003	Horses are judged for the first time at the Nassau County Breeders' Cup at Belmont Park Racetrack
June 2-7, 2003	Horses will ride in Belmont Festival Parades in Garden City and Elmont
June 2003	Horses are judged for the final time and Blue Ribbons are awarded to artists at the Belmont Stakes
June-August 2003	Horses are on display throughout the County
September 2003	Horses return to artists for refurbishing
Late September 2003	Chance for sponsors to purchase horses outright
Mid-October 2003	Remaining horses go to Auction.

* All dates are subject to change*

How to Become a *Horses of a Different Color* Sponsor

Horse Selection:	Horses will be available in two poses: standing and grazing. Horse designs, created by local artists, will be placed in the <i>Horses of a Different Color Portfolio</i> from which sponsoring businesses and individuals may select. Sponsors will be able to view the portfolio and choose their designs at one of the SET <i>Horses of a Different Color</i> Receptions in November or December.
Sponsorship Fee:	Sponsorships for the 6'8" x 7' 6" fiberglass horses in either grazing or standing poses will be available for a donation of \$4000. Confirmed sponsors will be invoiced after the horse design selection.
Ownership/Proceeds:	<i>Horses of a Different Color</i> is a public art project. Nassau County Sports, Entertainment and Tourism will retain ownership of the horses until they are sold to the sponsors or sold at auction. Proceeds from the Auction will benefit the infra-structure of the Nassau County Parks and Recreation Facilities with the remaining portion to go to a charity of the New York Racing Association's choosing.
Special Events:	<p>The horses will be on public display from April through September 2003 at either a pre-approved public location of the sponsor's choice or a designated Nassau County site. Pictures of the horses will be simulcast on national television during the Nassau County Breeders' Cup in May at Belmont Park Racetrack.</p> <p>The Blue Ribbons for Best Design will be awarded to the artists at the Belmont Stakes in June 2003.</p> <p>At the <i>Horses of a Different Color</i> Auction those horses not purchased by the sponsors will be offered for sale to the public in October 2003.</p> <p>More events are being planned. The sponsors' names will be prominently advertised in all <i>Horses of a Different Color</i> events.</p>

***Horses of a Different Color* Agreement:**

Yes, I want to be a ***Horses of a Different Color*** sponsor, and I agree to the guidelines detailed in the section “How to become a ***Horses of a Different Color*** Sponsor.”

I want to sponsor _____ horse(s) at \$4,000 each. All checks payable to: Nassau County Sports, Entertainment and Tourism.

Name of Business or Individual _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Phone # _____ Fax # _____

Signature _____ Date _____

Email _____

Artist Chosen _____ Design _____

Return this form to:

Nassau County SET
“Horses of a Different Color”
400 County Seat Drive
Mineola, New York 11501